

NEW

*Carton up 0% Buy? 15
3 Kart. down 13%*

CIGARETTE CARTON MERCHANDISER FIXTURE

- WILL EARN YOUR STORE \$2,460.00 PER YEAR IN ALLOWANCES (\$205.00 PER MONTH)**
- HAS VOICE RECORDED MESSAGE THAT DELIVERS A PLUS SALES PITCH TO THE CUSTOMER OR THANKS THEM FOR SHOPPING 7-ELEVEN**
- RECORDED MESSAGE ALERTS SALESPERSON THAT DOORS TO CCM ARE OPEN**
- CCM UNIT ACTS AS A SILENT SALESMAN FOR CARTON PURCHASES**
- STORES WITH CCM SELL 17% MORE CARTONS THAN STORES WITHOUT CCM**
- CARTON CUSTOMER BUYS ADDITIONAL ITEMS 6 1% OF TIME**
- NEW CCM FIXTURE GIVES YOUR STORE A LEADERSHIP LOOK IN CARTON MERCHANDISING**

2061554813

ONE OF OUR MAJOR CHALLENGES RECENTLY HAS BEEN TO INCREASE SALES AND PROFITS IN THE CIGARETTE CATEGORY, A DECLINING MARKET, AMID STIFF COMPETITION. 7-ELEVEN HAS BEEN ONE OF THE MOST AGGRESSIVE IN EXPANDING THEIR CIGARETTE BUSINESS WITH THE INTRODUCTION OF THE CCM.

SECURITY OF THOSE CARTONS HAS BEEN A CONCERN FOR MANY STORES. NOW, THERE IS A SECURITY CCM FIXTURE THAT ADDRESSES MANY OF THOSE CONCERNS AND WILL SOON BE AVAILABLE FOR YOUR PARTICIPATION.